

## AMENDMENTS TO THE SPECIFICATION

*Please amend the paragraphs starting at page 7, line 6 and ending at page 8, line 11 as follows:*

AI Figure 1 illustrates the general system 100 of the present invention, which includes a product catalog 110, a palette database 120, and an image database 130. The system can be accessed via a communication network, e.g. the Internet, or can be provided to users as an application, such as a software program for use locally on a personal computer system. The application can be stored on a computer readable medium, or it can be downloaded from the Internet. If the system is stored on the hard drive of a user's personal computer system, the user can connect to the host site, such as through an Internet connection, to download any changes or updates to the system 100 itself, as well as to the product catalog 110, palette database 120, and image database 130.

The product catalog 110, which is maintained by the system and is downloadable to a user's hard drive, includes a variety of beauty products offered by different vendors. Beauty products include, for example, wigs, glasses, contacts, eye shadow, blush, eye liner, lipstick, lip liner, foundation, eye brow color, hair color, hair styles, eye lashes, etc. of various styles, brands, and colors.

The palette database 120 contains pre-configured palettes and user-created palettes. A palette consists of a combination of beauty products, which together create an image, or makeover. The pre-configured palettes are created by the system, or can be created by a service provider, e.g., a makeup artist, or vendor.

The image database 130 contains one or more digital photographic images, including pre-set images, pre-configured images, and user-saved images. Pre-set images are already set up for the user and thus do not require the user to outline the features in the image. However, the user may change the shape of any of the outlined features. Pre-configured images are images which have already been made-over. That is, a specific palette has been applied to the image. The user-saved images can include images which are setup and saved by the user, and also digitally enhanced images which have products applied thereto.

A1 The various users that can access the system include vendors 150, potential buyers 160, service providers 170, and other users 180 in general. Vendors 150 may, for example, access the product database to add or remove products offered by the vendor, or to update the product listing. Beauty service providers may access the palette database to create new palettes for customers of the service provider. It is understood that access to the system and its various databases is generally controlled by the system or host site.

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*Please amend the paragraph at page 9, line 23 to page 10, line 3 as follows:*

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A2 The shopping cart can also be used to facilitate purchases 19 of beauty products. Once the user has identified all beauty products for which purchase is desired, they are preferably placed in the user's shopping cart 17. The user is able to indicate to the system that the user desires to purchase 19 all, or selected, items in the shopping cart. The system will then electronically connect to the host site, via a communications network, and process the user's order and charge the transaction costs to a user credit account provided by the user to the system at the time of ordering, or previously provided to the system by the user. Items placed in the shopping cart, whether or not purchased, may be saved for future use by the user. Users may also remove any items from the ~~shopping~~shopping cart, send a wish list containing the items in the shopping cart to other users, or save the items in the shopping cart for future use.

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*Please amend the paragraph at page 9, line 6-15 as follows:*

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A3 Once a feature is selected 6, a list of available products which can be applied to that feature is shown to the user 10. The user then selects a desired product 11. All colors and styles available for that product are shown to the user 12. The user may then select a color or style 13, and view the image with the product applied to the selected feature 15. The user may also adjust the thickness or opacity of the applied product 14. When the user is finished selecting and applying products to features in the image, the user may save the digitally

enhanced image in the image database, and can optionally send 16B the image to other users.

AB The user can also save the selected products as a new palette 16A. The palettes can be applied to other images, or sent 16B to other users for application 18. The makeover process is described in more detail below with reference to Figure 5.

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*Please amend the paragraph at page 10, line 16 to page 11, line 2 as follows:*

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AM Figure 3 illustrates the general method for setting up 20 a photograph, which comprises uploading or selecting a photographic image 21, outlining features 22, and saving 24 the outlined features. The system may also include instructions 23 for outlining features and using the outlining tools. One of ordinary skill in the art will readily appreciate that several different methods and systems exist for uploading and viewing images, and that all known methods and systems can be used with the present invention. Typically, the user will provide a JPEG image, a so-called "internet image" made by a simple digital snapshot camera attached to a home computer, or a photo CD (".pcd") image file. The application program for a system of the present invention may operate with any of these, and preferably includes a module which determines image file type and re-sizes the image as appropriate to fit the virtual makeover display screen. This allows the user to employ images from any source, from scanned home snapshots, home digital pictures, and images copied from the Internet. Once a photograph is uploaded, the users may outline 22 the features 70 using the tools for outlining 80. When the selected features 70 are outlined, the user can then instantly apply beauty products to a desired feature without having to draw and/or paint.

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*Please amend the paragraph at page 11, line 19 to page 12, line 20 as follows:*

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AS With reference to Figure 4, the default shapes are shown for various facial features. Features include the face shape 71, which includes the forehead 71A, the right side 71B, and the left side 71C of the face, the hair 71D, eyes 72, lips 73, eye creases 74, eyebrows 75, eye

highlights 76, cheeks 77, and irises 78. Other features can include the head, eyeliners, eyelids, and eyelashes. The tools provided (~~Figure 2~~) allow the user to reshape 81, move 82, zoom in/out 83, add/delete points 84, rotate 85, or erase 87 the default outlines. A brush 89 with a color palette 88, and an eyedropper 86 are also provided for painting, removing red-eye, and selecting colors from the digital image for use with the brush 89.

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Once the user has saved 24 the outlined features in connection with the photographic image, the user may then proceed to makeover the image. It is understood that the process of making over the image can be for purposes of virtual shopping and/or for education and entertainment. Figure 5 illustrates the general makeover process 30. The user may choose from several options, including shadow the eyelid, shadow the eye crease, and shadow the highlight areas. Further, the user can choose to apply eyeliner, eye brow color, eyelashes, blush, foundation or powder, lip liner, and lipstick. The user can also opt to try on contacts, glasses and wigs. Once the user chooses an option, the user may select a product 31 from a list of products, typically identified by brand name and/or product number. Users may also search for a specific product. Each product may contain a description of the product, along with a picture, if available. All of the colors and/or styles of that product are then displayed to the user. The user may then choose a color 32 and/or style 34 to apply to one or more selected features. The altered photographic image is then displayed to the user with the selected product or products applied to the selected features. The user may, at any time during the makeover process, adjust the application of each product by selecting the desired thinness or thickness, or selecting the transparency of the applied product 33. By way of non-limiting example, Figure 6 illustrates a photographic image 40 with eyeliner applied to the eyeliner features 42. The user may select the desired width of the eyeliner by sliding the width button 44 to the left or right thereby making the eyeliner thin or wide. The user may also adjust the opacity of the eyeliner by sliding the opacity button 46 to the left or right thereby making the applied eyeliner light or heavy. One having ordinary skill in the art will readily appreciate that other product application controls can be provided.